

Rock your #bluejacket with RIF and Peter Rabbit Movie!



Reading Is
Fundamental
RIF.org



WHO

RIF is excited to team up with you to celebrate the theatrical release of PETER RABBIT.

WHY

Peter Rabbit rocks his blue jacket and you can, too. PETER RABBIT and RIF are providing books and literacy resources to kids who need them most. Every post with the hashtags #PeterRabbitMovie and #BlueJacket means a book donation to RIF. It's a great opportunity to encourage people to post, share and donate to RIF.

WHEN

February 3, 2018

WHERE

Instagram, Twitter, Facebook and blogs!

HOW

Rock your #bluejacket on February 3.

Take a selfie in your blue jacket, Peter Rabbit style, and post on your favorite social media channels using #BlueJacket and #PeterRabbitMovie and tag us!

RIF will send a party pack the first 20 organizations that let us know you're in and make a post!

Send an email to literacynetwork@rif.org and RIF will send a party pack including Peter Rabbit bookmarks, poster, bunny ears, carrot plushies and seed packets to add some fun to your next literacy celebration.

RIF will select 2 grand prize winners from the February 3 #BlueJacket and #PeterRabbitMovie posts to win a grand prize party pack.

#bluejacket #PeterRabbitMovie

Instagram, Twitter, Facebook and blogs!



Twitter:
@RIFWEB



Website:
www.rif.org



Instagram:
@readingisfundamental



Facebook:
@ReadingIsFundamental

#BlueJacket Day, Saturday, February 3, is a collaboration between the Sony Pictures live action and animated movie PETER RABBIT and Reading Is Fundamental to raise awareness for children's literacy. Book drives will occur at select movie theaters. For every photo posted on social media that includes the hashtags #PeterRabbitMovie and #BlueJacket, Penguin Young Readers will donate a book to RIF to be given to a child in need.

PETER RABBIT Movie: In theaters Friday, February 9

